

**MEETING OF THE FORT LAUDERDALE
COMMUNITY REDEVELOPMENT AGENCY
8TH FLOOR CONFERENCE ROOM
CITY HALL**

TUESDAY, FEBRUARY 10, 2004

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Mayor Naugle called the meeting to order at approximately 3:19 p.m. Roll was called and a quorum was present.

Present: Chairman Naugle
Commissioner Teel
Commissioner Trantalis (arrived at 3:40 p.m.)
Commissioner Hutchinson
Commissioner Moore

Absent: None

Also Present: Acting City Manager
City Attorney
City Clerk

Motion made by Commissioner Moore and seconded by Commissioner Hutchinson to approve the minutes of the November 18, 2003, December 2, 2003 and December 16, 2003 Regular CRA Meetings. Roll call showed: YEAS: Commissioners Moore, Hutchinson, Teel and Chairman Naugle. NAYS: None.

Mayor Naugle announced that Commissioner Trantalis had been attending the County Commission meeting and would arrive shortly.

Use and Disposition of Henry's Site – Sweeting Estates

Kim Jackson, CRA Director, referred everyone to the map of Sweeting Estates showing the activity that was taking place in the area. She explained the colors of the map as follows: Blue – Bank of America was going to construct single-family homes or townhomes on lots they had already acquired; Yellow – Partnership with Lennar Homes /Bob Young and the homes were sold and under construction; Green – Infrastructure improvements which were about 50% completed; and Red – CRA owned parcel, including Henry's. She stated that the CRA also had holdings directly west of the Sweeting Estates project area.

Ms. Jackson stated they came before the Board a few months ago regarding the acquisition of the Henry's site because since they had a substantial investment in the area, they wanted to make sure there were no detrimental properties and/or activities in the area which might devalue their investment. She stated the purchase was approved and they had proceeded with the closing of the parcel, and they now owned the site. She further stated that there were some propane tanks and other issues that had to be taken care of before the property could be demolished, and they expected to take care

of those matters within the next 60 days. She stated that before they issued an RFP, they wanted to come before the Board and make sure everyone was on the same track.

Ms. Jackson stated that except for a small portion on the frontage of Sistrunk Boulevard, the entire area had been rezoned to single-family. She stated further that different options had been discussed at the Advisory Board, but they decided to continue in the direction they were headed and proceed with an RFP for single-family homes. She advised that the only other thing the Advisory Board had discussed was if they should involve their existing partners in the RFP, and if so, how. After some discussion, they recommended that through the RFP they should give credit for past performance. She remarked that in essence that was already being done.

Ms. Jackson continued stating that their recommendation was to proceed with the RFP for the site for single-family homes with an experienced developer.

Commissioner Moore asked what number of housing could go on the location. Ms. Jackson replied they estimated that there were about 9 parcels with 2 in question that were located on the corners. She remarked that they did not know if the corner lots would be sufficient for single-family homes. She reiterated that there would be a minimum of 7 lots and a maximum of 9. Commissioner Moore encouraged them to have a clear understanding of how many lots there could be in the area. He felt they might be making the site compact in comparison to what was being done on the waterfront, and possibly 7 would be a better target number.

Commissioner Moore stated that he had received a number of comments from the adjacent residents who felt there was not a minority participation in the redevelopment of the community. He stated that this was to have been their goal. He reiterated that the residents had been anticipating greater participation from local minority contractors.

Motion made by Commissioner Moore and seconded by Commissioner Hutchinson to accept the proposed recommendation. Roll call showed: YEAS: Commissioners Moore, Hutchinson, Teel and Chairman Naugle. NAYS: None.

Allocation of Units in the CRA District

Kim Jackson, CRA Director, stated that this was placed on the agenda in order to supply a status report and reminder of where they were intending to go with the continuation of development, especially in the Flagler Heights area. She stated that various developments had already broken ground, such as Avenue Lofts, JPI, and East Village. She added that there was continued development in the area from developments which had accessed units prior to when the flex units had not been available. She stated that in November units were released to the City and discussions ensued regarding their status. She stated it was their understanding that the Commission still needed to pass an ordinance prior to developments accessing permits. She further stated that the Advisory Board's position was that they wanted to make sure that the units were released and available for development in Flagler Heights so there would be no lull or gap in the development activity. She stated that from staff's perspective, there was the bond issue and debt service that would be imminent, and they needed to make sure their projections and the \$45 Million finance plan stayed focus on the revenue stream, as well as the debt service expenditures they would have.

Ms. Jackson stated that their understanding was that Construction Services and the City Attorney's office had an agenda item tentatively scheduled for the Planning and Zoning Board, and then the matter would proceed forward to the City Commission. She stated that she believed the Advisory Board was looking for assurance that this Board was still supportive of accessing the units, and if there should be a problem, that the Flagler Heights development be continued and the necessary regulations passed to allow that to happen.

Mayor Naugle stated that it appeared this was a matter for the City Commission to discuss. He advised that if an ordinance would be involved, there would have to be advertising and two readings of the City Commission at some future date.

Stan Brown, Chairman CRA Advisory Board, stated that they saw two things beginning to come together that they were concerned about. He stated one was the lull mentioned by Ms. Jackson. He remarked that they were working with the Master Plan, the Precinct Plan, along with a variety of other things over the last year and a half in order to come to terms with a better way of getting the units into the community. As a practical matter, it appeared to them that they had chosen one of the more sensitive areas of the City to work for the style of perfection they were attempting in regard to arriving at a new way of allocating the units. He stated that from 1995 on, they had given a lot of commitments in the CRA which were tangible, but they needed to move forward with the private sector plans in order for them to meet the budgets and make the projections they were looking at for the next few years. He stated that the 12-18 months while they were waiting on the units was a development time when someone with an idea was looking for financing so they could begin to break ground on a project. He stated that during that period of time, they felt it was putting them in a "danger zone" because if they were not able to release the units, then next year's TIF would be affected. He reiterated they were working on one segment of the CRA and attempting to get perfection. He stated they had supported the idea of the Master Plan and the Precinct Plan, but it was getting to the point that their quest for perfection was at the wrong time and in the wrong place. They believed that something had to happen in the near term.

Mayor Naugle stated that it appeared the City was doing everything as quickly as possible, and the allocation of the units depended on various things at the County. He added that now they had their "blessing" on this phase.

Mr. Brown reiterated that they had used up a lot of their lead time and everyone realized things did not move as fast as they could sometimes. He stated this was a serious concern at this point in time.

Commissioner Hutchinson asked how long it would take to come before the Commission once it had been before Planning and Zoning.

Bruce Chatterton, Planning and Zoning Services Manager, stated this was going before Planning and Zoning in February, and he believed this could be turned around by the Commission's second meeting in March. He stated there was no present holdup and applications were being accepted, and the ordinance was currently drafted for north of Broward where units were available and not being reserved for other projects in the pipeline. He stated the units were available on a first-come/first-serve basis, and currently a few applications were being reviewed through DRC. He stated there would be a holdup if the ordinance was not approved.

Commissioner Moore stated that it seemed that the Advisory Board wanted some assurance that the ordinance would be passed, and not whether it was presently being acted upon. He stated that they had received a consensus from the City Commission and the CRA Board that they were not going to do to that quadrant of the City what had been done in the past, which was not putting the resources or the efforts into creating redevelopment. He stated with the number of units focused for the north side of Broward Boulevard, they might want to place into the ordinance some condition and make it clear that there would be opportunities for unit development within the CRA boundary. He reiterated that they wanted housing units, along with affordable housing units and market rate units, and mixed-use, such as lofts and other retail connectors. He added there was also to be a theme for the area. He stated they needed to have everyone follow through because it had already been clearly stated what was to be done. He remarked that the only slow down he had seen was on the part of the County, and every move proposed by this CRA was being met. He stated he wanted to commend the action of the Board and the resources and time given to this by the Advisory Board.

Mayor Naugle stated that there had been a consensus by the Commission previously that preference was to be given for home ownership opportunities. He felt one of the problems facing the City were the rental projects, and remarked that the City was low in home ownership percentages. He reiterated that the City was slightly over 50% on home ownership, and most cities had a goal of around 70% to 75%.

Commissioner Moore stated that one of the things they needed to do was to clear the air as to what was affordable. He further stated that affordability also included rental units, but they had failed to actively work with the Housing Finance Authority of the State regarding the monies they were allocating towards development. He added that such subsidies were targeted towards rental units. He stated the City needed to get into the lobbying effort and make sure that monies were reallocated so subsidies would be available towards home ownership as well.

Commissioner Trantalis entered the meeting at approximately 3:40 p.m.

Commissioner Moore stated the only entities which had been active in that area were non-profits in the County. He suggested that the Advisory Board discuss the allocation that the Housing Finance Authority did on an annual basis, and what percentage was going towards ownership and rental units. He reiterated there was not a level playing field when it came to such funding.

Mayor Naugle reiterated that there was no holdup and applications were being accepted.

Broward County Redevelopment Capital Program Resolution

Mayor Naugle asked if Commissioner Trantalis wanted to give an update from the County Commission meeting.

Commissioner Trantalis stated that Item No. 7 on the County's agenda referred to a motion to consider the adoption of a resolution amending their administrative code which was entitled "Redevelopment Capital Program." He explained it was to create an agency within their government which was to provide funding and redevelopment initiatives within the County. He stated there was a great deal of concern about this matter. He

stated that he had some dialogue with the County as to their intention regarding this matter. He stated it was made clear that this was an attempt to supplant the current CRA program and to minimize and possibly ultimately eliminate it as a methodology of trying to address blight and under development in various neighborhoods throughout the County.

Commissioner Hutchinson left the meeting at approximately 3:42 p.m. and returned at 3:43 p.m.

Commissioner Trantalis stated that this was not a misconception on either his part or Ms. Jackson's or whoever had been communicating with the County, and he felt it was appropriate that the City was represented in making a statement in connection with the motion. He explained that on behalf of the City he had spoken against the motion. He stated the response he had received was very interesting because within his 3 minutes he had spelled out their basis for their objection to the motion. He felt it was inappropriate for them to attempt to supplant what he felt was a good program. After his 3 minutes, he stated the Commissioners could hardly wait to tell him that he was totally wrong and misunderstood what was being attempted, and that they had no desire to change the CRA program as it now existed, but that they wanted to augment it with another program with new money and from a different perspective. He stated they apologized that he had such a misconception.

Commissioner Trantalis further stated that Mr. Desjarlis repeated on the record that this was not an attempt to change the CRA. He asked if this would prevent the City from expanding their CRA boundaries. Mr. Desjarlis had stated that it would absolutely not and that their original granting authority provided the opportunity to expand their boundaries without the County's involvement. Therefore, they should not have any problems with the new measure and they should continue with their redevelopment initiatives.

Commissioner Moore stated that was a total lie and if one reviewed the document, it stated that if there was any expansion, it would be based upon the County's new rules and regulations. He explained that the County would participate in the redevelopment of the CRA by giving monies up front so they would not give away 30 years of their taxing ability and the increment which was working. He stated further that Mr. Desjarlis had misrepresented this matter on every level at every public meeting he had ever spoken at. He further stated that the County Commissioners seemed to feel that this was an appropriate matter for them to state there was no change because they were attempting to find a way to state that they gave towards the redevelopment effort, and it was spurred along more quickly, so there was no need for a 30-year deferral by utilizing the CRA.

Commissioner Moore continued stating that the truth of the matter was that they were only putting \$10 Million on the table for the entire County. He reiterated that in regard to the 6th Street and Sistrunk Boulevard improvements, the City was spending well over \$10 Million. If it was not slowing down the process, then it was certainly going to make them competitive with other municipal entities. He stated that Mr. Desjarlis was saying one thing, but the wording was doing another.

Commissioner Moore stated that they needed to ask of the County Administrator and County Commissioners the details of the document. He believed it was detriment to any

existing CRA. Commissioner Moore reiterated that the City had their 2 CRAs at this time.

Mayor Naugle stated that he was thinking out loud and possibly they should call the County's bluff and temporarily withdraw the expansion of the CRA, and apply for \$2 Million of the \$10 Million. He stated that the guidelines state: "County investment outside community redevelopment areas shall be made through loans and grants to municipalities." He stated they could apply for a grant under the program outside of the CRA in an area that would have been included in the CRA. He added that the next paragraph of the guidelines stated: "...shall be predicated on successful renegotiation of terms and conditions of the County tax increment." Mayor Naugle stated if they got the grant from the County for outside the CRA, then they would not have to be concerned with the renegotiation.

Commissioner Trantalis stated that in the discussions they had prior to this meeting with their staff that had been mentioned as an option, but they stated that the area did not meet the conditions and criteria. He asked them if they had gone through those neighborhoods, and they had replied that they felt those areas were upcoming neighborhoods.

Commissioner Moore asked why it was being done in Coral Springs. Commissioner Trantalis stated he had asked them how they could take an affluent community and put money into it that clearly did not need it. He asked how they could justify such expenditure, and they had given him double-talk. He felt they should test the process and expand, and if there were stumbling blocks, then they could go directly to the County Commission with the tape wherein Mr. Desjarlis had specifically denied this happening. He felt they would be successful.

Commissioner Hutchinson asked if other cities were represented at the meeting stating their same concerns. Commissioner Trantalis stated that Mayor Cooper from Hallandale was present at the meeting.

Commissioner Moore stated that what he saw and what Mayor Cooper and others had seen, that were active in the redevelopment committee of the League, was that the County was looking for a reason to have the cities attack each other. He stated the move being proposed could possibly be perceived by the other entities that the City was attempting to cut a deal for \$2 Million for an area the County felt did not need it.

Mayor Naugle remarked that 20% of the \$10 Million came from City taxpayers, and he asked if they should let the other cities apply and not participate. Commissioner Moore stated that he only wanted them to be aware of such a possibility. Commissioner Trantalis suggested that they move forward with the expansion and stop trying to second guess them. He felt they would be successful.

Commissioner Moore stated he was willing to go to the line in dealing with the expansion if it did not require them to make one change to the present CRAs and would not delineate any of their authority or strength.

Mayor Naugle stated that in regard to applying for a grant, possibly they should examine another area such as the West Davie Boulevard corridor which was outside of the CRA,

and they could demonstrate a need for such funding. He stated they could discuss many other areas of the City.

Commissioner Moore suggested that the CRA Advisory Board review this matter in reference to the legislative intent of the County's new ordinance.

Mayor Naugle asked if it was appropriate for the CRA Advisory Board to look at this if it was outside of their boundary. He further stated that planning staff using census data showed poverty and incomes.

Ms. Jackson stated that now the Commission and the CRA Board had approved the finding of necessity, along with the CRA Plan. She explained they had been submitted to the County who was holding those documents. She reiterated they were going to submit them simultaneously and then it would be placed on their agenda. Commissioner Trantalis suggested that all pertinent information be submitted to the County.

Commissioner Moore stated that he wanted everyone to understand that during the Broward League of Cities Redevelopment Subcommittee Review List, they had a discussion with the County Administrator who had stated that any application submitted that did not play by his new rules, would not be recommended by himself or his staff to the County Commission for approval.

Mayor Naugle stated that it would be the community having to show the need to the County Commission. Commissioner Trantalis stated that the neighborhoods would relish such a chance.

Commissioner Moore stated that he did not think that any manager was not working with the direction of the policymakers that gave them the job.

Presentation by Representatives of the Flagler Village Neighborhood

Kim Jackson stated that she wanted to thank the group of individuals who had worked on this project, who had invested a substantial amount of money in an attempt to bring in marketing for the Flagler Heights area.

Ms. Jackson stated that copies of the presentation were being distributed. She stated they wanted the Board to look at the direction they were moving in, and were looking for general support and cooperation in this effort.

Michael Ferber stated that for the last 30-40 years, the 150 acres immediately north of City Hall had not made a positive contribution towards the fabric of the City. He stated that due to commitments made by the City Commission and the CRA, and due to private capital from the market place, some wonderful things were beginning to happen. He reiterated there was a long way to go, but it was unmistakable that the desires and visions of the stakeholders were emerging. He further stated that the neighborhood civic association renamed itself Flagler Village Civic Association, and they had chosen to collaborate with some of the private individuals in the area and created the Flagler Village Improvement Association. He announced that the President of that Association was Anthony Abate.

Anthony Abate stated that he wanted to introduce a concept which was essentially an advertising and public relations effort initiated by the group. He stated that the CRA had

laid the ground work for the general concept, and there were in place many exciting projects. He explained that the most desirable urban neighborhoods always started with a clear vision, and this vision was not just based on the characteristics and resources of the neighborhood, but also based on a partnership between the government and the private sector. He proceeded to show some photographs of other cities.

Mr. Abate stated that the collaboration between community and business began with a shared vision. He stated that the Avenue Lofts was one of the new projects, and each project could be considered a seed for the area. He announced that the next step was to spread the word. In F.A.T. Village, he announced there were a number of new companies and other businesses were being attracted to the area. He mentioned that it was an eclectic neighborhood. He stated they wanted to introduce the campaign and the individuals who had been engaged for the project. He stated they hired professionals for the project such as, Hot House Design, Snif 'n Nips, and American Media, who had put together the campaign. He stated that Cindy Devojelais would explain the campaign and he hoped everyone found it as exciting as they did.

Cindy Devojelais, Hot House Design, stated that when they had first met with the individuals, one of the things they were impressed with was their vision and enthusiasm for the area. She stated there was a vision for the future. Therefore, they had to decide how to brand the neighborhood and position it in a way that did not yet exist. She stated they developed the campaign "Can't You Just See It." She explained it was a three-tiered campaign. The first part would be a "teaser" campaign to get the buzz going and have people wondering what was happening. She stated there would also be a web site.

Ms. Devojelais explained they were going to have signage placed strategically around the perimeter of the neighborhood. She added that everything would be on the outside of the campaign at the very beginning. She stated that fencing art and banners would be provided around construction sites, and bus backs with routes throughout the site, along with area restaurant table tops. She added that local magazine ads could be placed, along with water taxi advertising and special events

Ms. Devojelais stated that Phase 2 would be pushing the tag line which was a temporary one entitled "It's Gonna Be Good Here." She stated they would focus on who could live in the area. She explained that Phase 2 would also have an advertising campaign consisting of strategically placed neighborhood interior signage, construction site fencing with art and banners, bus backs moving throughout the City, and also area restaurant table tops. She added that there would also be local magazine ads, direct mail, special events, and of course the web site.

Ms. Devojelais proceeded to show the logo for the neighborhood. She stated this could become a destination for live, work and play. She stated the goal was "It's Good Here."

Anthony Abate stated further that they wanted to say that the entire effort had begun with the initiative of the Association who had so far invested \$100,000 into this project. He asked that the Board continue to work with them and collaborate on the program. He stated they wanted to work with staff in order to implement this program, and continued stating that a number of things were needed in order for this to work out. He further stated that collaboration and financial participation were needed, but apart from that flexibility in regulations was needed to promote the neighborhood's identity. He stated

they wanted to link the branding with every day elements, such as construction elements, signs, and neighborhood signs.

Mayor Naugle stated that this had been an excellent presentation. He felt the biggest challenge was how to allow the signage and possibly the City Attorney's office could work on an overlay district or something that would have different rules.

Commissioner Moore stated that they only had to ask the City Attorney to place exceptions on the signage for the CRA boundary.

Commissioner Moore suggested that the time for the CRA meetings be changed due to his receiving complaints from the residents in the northwest. He stated that future homeowners wanted to be involved in these meetings and discussions, and asked if the meetings could possibly take place around 5:00 p.m. or 5:30 p.m.

Mayor Naugle asked if 5:30 p.m. would be a good time for the meetings. The Board confirmed.

There being no further business to come before this Board, the meeting was adjourned at 4:10 p.m.